

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING**

January 18, 2012

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on January 18, 2012, pursuant to notice at the Veterans Memorial Auditorium, One Avenue of the Arts, Providence, Rhode Island.

Board members present were Committee Chairman, Dale Venturini, Scott Gunn, Letitia Carter and Jeffrey Hirsh.

Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn, Melissa Avedisian, Arlene Oliva, Greg Barbeau, Kathy Masino and Nancy Beauchamp, RICC; Martha Sheridan and Kristin McGrath, PWCVB; Steve Habl, and Doreen Vitale, VETS; Larry Lepore, Cheryl Cohen, Kayla Beauvais and Kaitlyn Bizier, DDC; J. Michael Abbott and Oran Mills, NCA Architects; Evan Smith and Cathy Morris, Newport CVB; Michael Nugent, House Fiscal Office; Bruce Leach, Legal Counsel and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 12:36 and asked for a motion to approve the minutes of the December Marketing Committee meeting. Upon a motion duly made by Mr. Hirsh and seconded by Ms. Carter it was unanimously

VOTED: to approve the minutes of the December meeting

CVB

Ms. Venturini asked Kristin McGrath to begin the PWCVB report. Because the meeting was held at the Veterans Memorial Auditorium Power Point presentations were eliminated. Ms. McGrath distributed a report indicating that sales activity for the Convention Center resulted in 7 definite bookings that will produce approximately 11,249 room nights. Ms. McGrath noted that definite bookings include the American Orthopaedic Association, the North American Association of State & Provincial Lotteries, the Northeast Roller Derby Convention and Irish Dance Teachers Association of New England signed contracts for 2013, 2014, 2015 and 2016. Ms. McGrath reported that prospective bookings include the Environmental Design Research Association, the Massachusetts Association of Realtors, the Society of Research Administrators International and the Society for Foodservice Management. Ms. McGrath noted that the CVB had attended the IAEE Expo and made sales calls in New York and New Jersey. She reported that upcoming site inspections will take place with the Association of College and University Housing Officers International and the International Field Directors & Technologies Association.

Ms. Sheridan addressed the committee and stated that Providence

Restaurant Weeks is underway. Ms. Sheridan noted that this is the 2nd winter for this event and we have 90 restaurants participating. Ms. Venturini said that she had recently eaten at Chez Pasquale and that they are looking forward to Restaurant Weeks. Ms. Sheridan announced that the CVB will be holding a Solutions Education Day with sessions on sales, technology and customer service. Ms. Sheridan reported that the 5th Annual Providence for the Holidays included marketing promotions and a “Give Back” page spotlighting local charitable organizations and the efforts made by the Complex to help make the Holidays happier for those less privileged. Ms. Sheridan reported that the CVB had partnered with Warwick’s Department of Tourism, Culture and Development and the Newport CVB on a “Beautiful RI” ad in the Rhode Island special section of the Delta Sky magazine. Ms. Sheridan also reported that the CVB had partnered with T.F. Green Airport on radio advertisements placed in Denver and Baltimore to encourage use of Rhode Island as a convenient option to Logan for football game goers.

DUNKIN’ DONUTS CENTER

Ms. Venturini called upon Cheryl Cohen to present the Dunkin’ Donuts Center report. Ms. Cohen reported that the new association with PSE is working well. She noted that the large PSE staff is concentrating on group and suite sales. Ms. Cohen stated that she had prepared a step by step sales tutorial to show how an event or concert is contracted. She said that since a Power Point Presentation

was not possible she would make her presentation at a future meeting. Ms. Cohen reported that she, along with Mr. Bennett, Mr. Butler, Mr. Lepore and Deb Polselli would be attending the Pollstar event in LA at the beginning of February. Ms. Cohen stated that Pollstar is the premiere event for getting face time with agents, promoters and industry decision makers. Ms. Cohen reported that information will be available for artists that are scheduling tours and opportunities to promote the arena.

Mr. Lepore distributed an on sale concert comparison with our area competitors. Mr. Lepore noted that our biggest competitor is Mohegan Sun and that we have attempted to book several of the same artist but we can't match their guarantee. He noted that Mohegan Sun is also feeling the effect of the slow economy.

CONVENTION CENTER

Mr. McGinn presented the Convention Center's report. Mr. McGinn reported that the 2012 revenue goals for the Convention Center are \$8.7 million. Mr. McGinn said that in order to reach that goal \$1,015,699.59 in new business is needed. Mr. McGinn reported that the Convention Center had good news to report. He said that CVS had decided to keep their events at the Convention Center. Mr. McGinn noted that there was a possibility of CVS moving their event because of a conflict with dates. Mr. McGinn said that after looking for alternative space in the Dunk CVS agreed to use Exhibit Hall A. Mr.

McGinn reported that the sales team had contracted events at the Convention Center for the 2012 and 2014th Simulia Customer Conference, the International Workers Comp Foundation and the Rhode Island Tattoo Show. Other returning events will be the Kids Fun Fair and RISD Graduation.

VETS

Mr. Habl took the opportunity to highlight improvements to the Green Room and explained its use and the work that was done to make it more comfortable. Mr. Habl thanked everyone for their assistance in preparing for the Rene Fleming performance that will take place on Saturday. He said that the Convention Center people were on site yesterday to power wash the side walks. Mr. Habl said that he would be guiding a tour of the building following this meeting.

Mr. Habl reported that this is a very difficult time in the industry for Opera companies and that many are folding. He also noted that the Philharmonic is struggling. Ms. Venturini warned of possible picketing at the event that Brown University is holding.

Mr. Mongeon reported on events that PFM is attempting to book into the VETS. Mr. Mongeon noted that the Ballet is rebuilding and we are encouraging them in their efforts. Ms. Carter asked if the set for the Nutcracker is being rebuilt to fit at the VETS. Mr. Mongeon reported that the Ballet needs to raise funds for that to occur.

Mr. Abbott and Mr. Mills explained the next phase of the renovations and the challenges that we will face.

NEWPORT CVB

Mr. Evans introduced his guest, Cathy Morris of Newport CVB. Mr. Evans said that his thoughts and prayers go out to the passengers and crew of the Concordia that ran aground in Italy. Mr. Evans stated that the ship had visited Newport a few times during the Summer. Mr. Evans reported that he had attended a meeting at the Bridge and Turnpike Board where a decision was delayed for a month on a rate increase for the Newport and Mount Hope Bridge.

Ms. Venturini thanked Larry Lepore, Cheryl, Kayla and the entire staff for the phenomenal job that was done with the Steve Marra fundraising event.

Ms. Venturini stated that immediately following the meeting Mr. Habi and Mr. Abbott would lead a tour of the renovations. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Gunn it was unanimously

VOTED: to adjourn at 1:25 PM